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good shape. In the area of life skill education government need to take important measures and they can implement compulsory life skill education program in all the school. Life skill only helps the student to come forward in their life; it will help them to phase every challenge in their life, that's why life skill education giving in the school level is very important.

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## ★ SOCIAL WORK PRACTICE TOWARDS CORPORATE SOCIAL RESPONSIBILITY (CSR): A BOON FOR COMMUNITY DEVELOPMENT (A STUDY WITH SPECIAL REFERENCE TO POWERICA INDIA PRIVATE LIMITED, NELAMANGALA, BANGALORE RURAL DISTRICT)

**ANANDA H**

### Abstract

*Social work is a vibrant profession longitude and latitude of the profession are largely widened direct roles of social work begin with primary methods of social work and secondary methods of social work. Every individual in a community aspire to live a health, tolerant, safe, inclusive and fair life. Social work practice has an assured contribution to make in achieving that goal. Social work is a profession that stands for social justice and protection of human rights for individuals, communities & societies as such it has an invaluable knowledge and skill set that can implement the community.*

*Corporate social responsibility refers to Strategies Corporation or firms conduct their business in a way that is ethical, friendly and beneficial to community in terms of development. Formulation*

The present-day CSR (also called corporate responsibility, corporate citizenship, responsible business and corporate social opportunity) is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment.

This obligation shows that the organizations have to comply with legislation and voluntarily take initiatives to improve the well-being of their employees and their families as well as for the local community and society at large. CSR simply refers to strategies corporations or firms conduct their business in a way that is ethical and society friendly. This can involve a range of activities such as working in partnership with local communities, socially sensitive investment, developing relationships with employees, customers and their families, and involving in activities for environmental conservation and sustainability.

Social work is a form of professional service comprising a composite of scientific knowledge and skills. Keeping in view of the importance of social work intervention through the six methods the present paper has emphasized on the relevance of social work for CSR in terms of planning, organizing and execution of the CSR programmes in an effective manner. With an attempt to present a linear understanding about the practicing process of community organization by community organizer with a professional social work skills to intervene the problems and needs of community members and plays a prominent role for community development.

Social work is a vibrant profession longitude and latitude of the profession are largely widened direct roles of social work begin with primary methods of social work and secondary methods of social work. Every individual in a community aspire to live a health, tolerant, safe, inclusive and fair life. Social work practice has an assured contribution to make in achieving that goal. Social work is a profession that stands for social justice and protection of human rights for individuals, communities & societies as such it has an invaluable knowledge and skill set that can implement the community.

Corporate Social Responsibility refers to strategies of corporation or firms conduct their business in a way that is ethical, friendly and beneficial to community in terms of development. Formulation and translating corporate social responsibility (CSR) strategy into actual managerial practice and outcome voluble remain ongoing challenges for many organizations. Hence, social work can potentially play different roles with multidimensional approach towards community development.

This paper focus on social work practice in delivering the activities in effective manner at Powerica India Private Limited. Social work transfer corporate social responsible activities into community development aspects by adopting various social work interventions such as awareness, counseling, community organization programmes etc., in the areas of health, education, women and child welfare, employee engagement, provision of water and sanitation. The suitable suggestions and recommendations to overcome from the problems were also given for the effective implementation of CSR activity with social work touch for community development.

### **Benefits to the Company through CSR Initiatives:**

Companies that are socially responsible in making profits also contribute to some, although obviously not all, aspects of social development. Every company should not be expected to be involved in every aspect of social development. That would be ludicrous and unnecessarily restrictive. But for a firm to be involved in some aspects, both within the firm and on the outside will make its products and services (for example financial services) more attractive to consumers as a whole, therefore making the

**Social Awareness and Education:** Corporate stakeholders are exerting pressure on corporations to behave responsibly. Non-governmental organizations are also taking an increasing role, leveraging the power of the media and the internet to increase their scrutiny and collective activism around corporate behaviour.

**Supplier Relations:** As stakeholders are becoming increasingly interested in business affairs, many companies are taking steps to ensure that their partners conduct themselves in a socially responsible manner. Corporate social responsibility. It consists of a minimum platform based on fundamental values for disseminating good corporate practice in accordance with universal principals. Companies' adherence is on a voluntary basis and signatories commit to a global pact of nine principles.

### **Indian Law on CSR**

The Section 135 of Company Act 2013 says that, any organization having net worth more than rupees five hundred crore or turnover of more than rupees one thousand crore or a net profit of more than rupees five crore, they need to invest 2% of net profit for the interest of social responsibility. The CSR activities are to be conducted through various welfare programmes with proper monitoring and supervision.

### **Objectives of the Study**

Keeping in view of the conceptual framework, major findings of the studies of the literature and various dimensions of the topic the researcher has following objectives for the study;

To study the level of awareness of CSR initiatives carried out by the selected areas.

To understand the HR implication in general social work intervention in particular through the CSR for the development of community.

To know the satisfaction level of the beneficiary of CSR activities of the selected manufacturing industry.

To identify the constraints in providing the CSR activities in adopted areas under the study.

To suggest suitable measures and to accelerate CSR progress.

### **Review of Literature**

**Aparajita Pattnaik and Srimati Nayak (2017)** felt that stakeholders are well aware of their rights through their demands accountable for broader society. In spite of the growing awareness among various stakeholder groups and development of regulatory frameworks, a very little progress in this field has been achieved and expressed that here is a growing need of the involvement of the private sector for bringing development in our country.

**Reena Shyam (2016)** revealed that CSR ensures that the company can grow on a sustainable basis, while ensuring fairness to all stakeholders. It has successfully interwoven business with social inclusion and environment sustainability. From responsive activities to sustainable initiatives, corporate have clearly exhibited their ability to make a significant difference in the society and improve the overall quality of life.

Dist was started in the year 1995 with an annual turnover of 800 crores and power strength of 650 employees comprising of Managers, Executives and employees. The CSR activities at Nelamangala unit were started in the year 2014 with high spirit, dedicated mind and service oriented welfare programmes for the community.

The Company in discharge of its responsibility as a corporate citizen actively contributes to community welfare measures and takes up several social initiatives every year. Powerica has been closely working with institutions and social organizations and supporting their programs for social development such as skill development, water sanitation adult literacy, adoption of village, tree plantation services etc. and it includes health, education and employment.

### Important CSR Initiatives of Powerica

The important CSR activities of Pow3erica are listed as below;

**Education-** Improved access to education and improving quality of learning through infrastructure, teaching learning process. Self-defence training, language proficiency classes & dance classes for holistic development

**Health-** Improved access to quality health care through various medical camps, Awareness camps & De- Addiction drives in schools & community for increased number of people accessing quality health care

**Skill Development-** Enhancing employability of youth

**Water & Sanitation** - Availability of safe drinking water, proper sanitation facilities and Cleanliness drives.

This will enable POWERICA to improve its Public & Industrial relations to provide maximum benefit to the community as well as position its image as a builder of both social and economic infrastructure.

### Analysis and Discussion

**Table No.-1: Distribution of the Respondents by Age**

Age	Number	Percentage
21 – 30	07	23.33
31 – 40	15	50.00
41 and above	08	26.67
<b>Total</b>	<b>30</b>	<b>100</b>

As per the table, it can be interpreted that as many as 50.00 per cent of the respondents belong to 30-40 years , about 26.67 per cent of the respondents belong to 41 and above years, only 23.33 per cent of the respondents with a an age group of 21-30 years. Majority of the respondents in the age group of 31-40 years shows that the company has a good number of young and experienced employees which is a good sign for the development of the organization

**Table No 5: CSR address the needs of Beneficiary Community.**

CSR address the needs of Beneficiary Community	Number of Respondents	Percentage
Yes	24	80
No	06	20
<b>Total</b>	<b>30</b>	<b>100</b>

It is interpreted from the table 80 per cent of the respondents CSR address the needs of Beneficiary Community, 20 per cent CSR never address the needs of Beneficiary Community. As per the table majority of the respondents CSR address the needs of Beneficiary Community.

**Table No.6: CSR initiatives**

CSR initiatives	Number of Respondents	Percentage
Education	04	13.33
Health	06	20.00
Water and Sanitation	11	36.67
Skill development	09	30.00
<b>Total</b>	<b>30</b>	<b>100</b>

It is interpreted from the table Huge per cent 36.67 of the respondents said that Water and Sanitation as the CSR activity of the company, a propos per cent 30 of the respondents said that Skill development as the CSR activity of the company, about 20 per cent of the respondents said that health programme as the CSR activity of the company, only 13.33 per cent of the respondents aware about Education service as CSR activity of the company, As per the table majority of the respondents Response Powerica proving good water and sanitation is the main CRS activity.

**Table No. 7: Social Work Practices**

Social Work interventation	Number of Respondents	Percentage
Community organization	05	16.66
Counseling	06	20.00
Women and Child welfare	04	13.33
Awareness	04	13.34
Personality Enhancement	11	36.67
<b>Total</b>	<b>30</b>	<b>100</b>

It is interpreted from the table 36.67 per cent of the respondents felt that Personality Enhancement community organization, 20.00 per cent of the respondents felt that counseling and 16.66 per cent of the respondents felt that community organization and 13.34 per cent of the respondents felt that Awareness.

### **Major Findings of the Study**

An Average of the respondents (50%) fall in the age group of 31-40 years.

A nominal number of the respondents (43.33%) studied of PUC/ITI/Diploma.

A mammoth number of the respondents (83.33%) expressed that they involve in CSR activities of the company.

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**INCLUSIVE WORKPLACE FOR DIFFERENTLY-ABLED: THE PERCEPTION OF HR PROFESSIONALS**

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**Abstract**

*Disability is a physical or mental condition that limits a person's movements, senses, or activities. Being disabled doesn't limit one's skills and talents. While inclusive cultures demonstrate organizational practices and goals in which those having different backgrounds are welcomed and treated equally in the organization, unfortunately not many organizations are welcome to people with disability due to the stigma attached to them. Normally issues like infrastructure, hike in pay scale, etc are not discussed by the employees with disability to the management due to the sole reason of appearing ungrateful. So before one hires the next time, people with disability should be considered because Green (2005) says that employees with disabilities have average or better attendance, job performance and safety records than their normal counterparts. The next issue to be considered is the facilities like change in infrastructure that are to be provided when hiring one. As a solution, Casinge (2014) speaks about utilizing the employees with disabilities by the technique called job design where the work can be designed by matching impairments with skill requirements. The purpose of the study is to know the opinion of HR professionals regarding inclusive workplace for the disabled, analyze their role and to suggest measures for an effective inclusive workplace. This descriptive study design has used a self prepared interview schedule to collect data from the HR professionals practicing in Bangalore City through telephonic interview. The sample was selected through Snowball sampling method. Absence of separate grievance cell and the causes for not providing job is highlighted in the study.*

**Keywords:** disabilities, employer, inclusive, job design, organizations

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